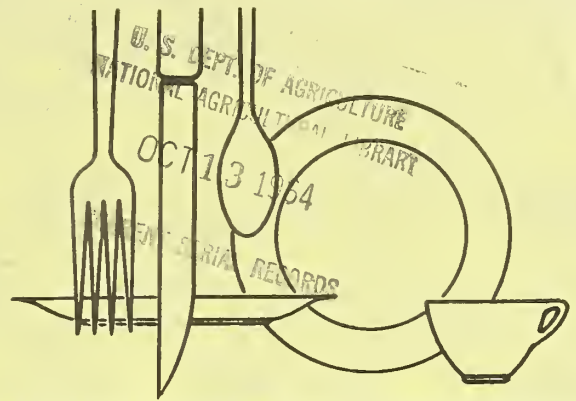


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# FOOD PRE-VUE



## A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture  
Agricultural Marketing Service

September 30, 1964  
F P - 87

MEATS.....Red meat supplies are expected to continue abundant throughout the balance of the year, with a gain in beef and veal being only partly offset by declines in pork, lamb, and mutton. The first half of the year saw beef production rise about 13% over a year earlier, and pork increased by 2%. Production of lamb and mutton, though, declined around 4%, while veal was up 4%.

### POULTRY:

Broiler.....Supplies are expected to continue plentiful during the fall months.  
Frvers Recently higher prices are already stimulating an increase in the chick hatch, which will go into fourth-quarter broiler production. If lower prices develop, though, a rapid cutback in output is likely in the first quarter of 1965.

Turkeys.....The 1964 crop is expected to be 6% larger than the 93.4 million birds farmers produced last year, and demand is likely to be considerably stronger this year than last. On September 1 cold storage holdings totaled 147 million pounds, which is larger than average for this time of year, but smaller than for that date in 1963.

Eggs.....Monthly production is likely to continue to exceed year-earlier volumes at least through the middle of next year. The larger output probably will come mostly from a higher rate of lay the rest of this year, but mostly from a larger laying flock in early 1965.

DAIRY.....Milk production the balance of this year probably will run near the same levels of a year ago. Output per cow this year is expected to gain about 250 pounds over last year's figure of 7,545 pounds. Total output for 1964 likely will approximate 125.5 billion pounds.

### FRUITS:

Apples.....The September estimate places the crop at 145.9 million bushels--16% greater than last year and 19% above average. Production this year is somewhat above average in all geographic regions, hence well distributed nationally. Industry will celebrate National Apple Week October 15-24.

Cranberries...Production of 1,298,700 barrels (100 pounds each) is indicated. That's 4% above last year and 3% more than the 1958-62 average. Larger crops are expected in Massachusetts, Wisconsin, and New Jersey, smaller in Oregon and Washington.

Pears.....Estimated at 29,308,000 bushels, the crop is 51% above last year's short output, and 5% larger than average. Bartletts are forecast at 20,176,000 bushels in the Pacific Coast States, which figure is 70% greater than 1963 and 6% above average.

Grapes.....Forecast at 3,497,250 tons--crop is 8% below last year's record, but 13% above the recent five-year average. California's production of raisin variety is forecast at 2,050,000 tons--9% below last year's record; table varieties are estimated at 510,000 tons--down 18% from 1963. California's wine variety grapes are estimated at 585,000 tons--down 6% from last year.

Plums and.....California and Michigan plum prospects point to a crop of 131,500 tons--15% greater than last year's high, and 48% above average. Dried prune estimate for California is 155,000 tons, 17% more than last year and also 17 percent above average. Prune crop in Idaho, Washington and Oregon is forecast at 66,500 tons--60% more than last year and 4% larger than average.

Prunes

Cherries.....Sweet cherries are estimated at 113,700 tons--62% above 1963 and 26% above the 1958-62 average. The sour cherry crop rang up a record of 240,750 tons--about three times the size of last year's crop and 72% above average.

Frozen Fruits.Refrigerated warehouses held 588 million pounds on September 1 --22% more than a year earlier and 8% above average for the date.

Frozen Orange.The 30 million gallons on hand September 1 were smaller than both a year ago and the average for that date.

Concentrate

Citrus.....First estimates for the 1964-65 crop will appear October 9.

NUTS.....Pecans, estimated at 122.4 million pounds, will be but a third as large as last year's record crop and just about three-fourths of average. California and Oregon walnuts are forecast at 84,400 tons--2% above last year and 14% above average. California's almond output is forecast at 70,000 tons--16% above 1963 and 30% above the 1958-62 average. As for filberts, Oregon and Washington's turnout is estimated at 8,400 tons--21% above last year but 9% under average. As for the peanut crop, the forecast is 2 billion and 38 million pounds. That's around 1% more than last year's bumper crop and a sixth larger than average.

VEGETABLES.....Output of fresh fall vegetables for those crops estimated to September 1--30.1 million hundredweight--runs about the same as a year earlier. A sharp increase in tomatoes offsets smaller output of most other items. As for processing vegetables, those eight crops for which 1964 forecasts were made by September 1, total 7,305,040 tons--slightly less than a year earlier but slightly above average. Supplies of frozen vegetables on September 1 were 1 billion, 101 million pounds. Although larger than average, they were 4% less than a year ago.

Potatoes.....Fall production is now forecast at 181,008,000 hundredweight, down 4% from the August 1 estimate. This size crop is 8% smaller than a year earlier, and the smallest since 1960. For all seasonal groups production is estimated at 247,003,000 hundredweight--9% less than last year and smallest since 1959. Sweetpotatoes are forecast at 15,699,000 hundredweight--2% larger than the August 1 estimate but 3% below last year.

# The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

NATIONAL APPLE WEEK - October 15 - 24  
OCTOBER CHEESE FESTIVAL  
NATIONAL SCHOOL LUNCH WEEK - October 11 - 17

FISH 'N SEAFOOD PARADE  
RICE HARVEST FESTIVAL  
BEEF PROMOTION CONTINUING